

Product Demos: Make Your Booth Sizzle!

The competition is right next to you. The noise level is high. Your audience is easily distracted. They have varying levels of technical knowledge. Can a demonstration really be effective?

Yes! Demonstrations are a key element in trade show strategy, but effective demonstrations require practical skills and expert interactive communication with the audience. Here are guidelines for success:

- Be aware of attendees' first, and frequently lasting, impressions. Dress at the same level or slightly better than the attendees.
- Practice your demonstration. You'll be better able to respond to specific questions at any technical level.
- Know every aspect of the equipment or product before the show. Your level of preparedness is a reflection of you and your company.
- Position yourself so that you can see the audience and the product. Keep people from standing behind you where they can't see you or the product properly.
- Make eye contact. Convey commitment and interest with your eyes. Acknowledge newcomers to the demonstration. Use body language to convey confidence and conviction.
- Use gesturing for emphasis and impact or to compare and contrast what you are demonstrating.
- Anticipate questions and prepare answers prior to the show. Know who on your staff can answer a question when you can't. Restate questions so everyone can hear and if necessary, tone the question down to make it less difficult to answer.
- Adjust to the audience. For less technical audiences, stress benefits and solutions to problems. For a technical audience, focus on special features and functions. Use the demonstration to qualify sales opportunities and stimulate post-show interest.

*Source: Kieth Reznick, President of Creative Training Solutions
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